Simonster

POP MUSIC · FANTASY WORLDBUILDING · PARTICIPATORY FANDOM

From listeners to fans. From fans to creative community.

A pop project engineered for long-term fan engagement.

ARTIST PITCH DECK · 2026

THE ARTIST

WHO IS Simønster'S TARGET AUDIENCE?

A project designed for the internet's most engaged fan communities

TARGET 1
GROWN KIDS AND TEENAGERS

Young audiences seeking worlds to grow up with

e.g., Olivia Rodrigo, Justin Bieber...

- <u>More emotionally receptive, more impressionable.</u>
  Stories experienced during adolescence create deeper and longer-lasting emotional bonds.
- <u>More time to invest.</u>
  Younger audiences are therefore willing to explore lore, hidden details and community content.
- <u>Longer fan lifetime.</u>
  Winning someone at 12 can create decades of loyalty, nostalgia and continued engagement.

TARGET 2
ONLINE FANDOMS MEMBERS

Already displaying the exact behaviors SIMØNSTER is designed for.

e.g., Genshin Impact, MCU...

- <u>They relate.</u>
  They don't just like fictional characters, they root for them and want to see them evolve and succeed.
- <u>They debate.</u>
  Fans obsess over clues and theories…
  Unresolved questions create reasons to return.
- <u>They create.</u>
  Fan art, edits and fanfiction aren't just content, they're ways to gain recognition from other fans.

<u>They promote.</u>
behaviour that drives organic discovery

TARGET 3
POP STAN COMMUNITIES

Where music becomes a social experience rather than simple listening

e.g., BTS, OneDirection, BLACKPINK...

- <u>Personality attachment.</u>
  Being a fan brings a community, a language and a source of belonging rather than a simple entertainment choice.
- <u>Success becomes collective.</u>
  The stronger the emotional connection, the more fans naturally recruit new listeners, defend the artist online and amplify every release.
- <u>Mobilisation to help the artist succeed.</u>
  Streaming parties, voting campaigns, fan accounts and coordinated promotion driven by a genuine desire to see the artist grow.

★ *"These communities already exist at massive scale… yet almost no artist is intentionally building music for them."*

THE PROJECT

FANTASMAGORIA

THREE musical identities embodied by ONE artist.

I - THE SKY



II - THE GROUND



III - THE UNDERWORLD



12 tracks · 3 realms · 1 epic saga

I - THE SKY

CHARACTER

Arcaël

Archangel of Celestia

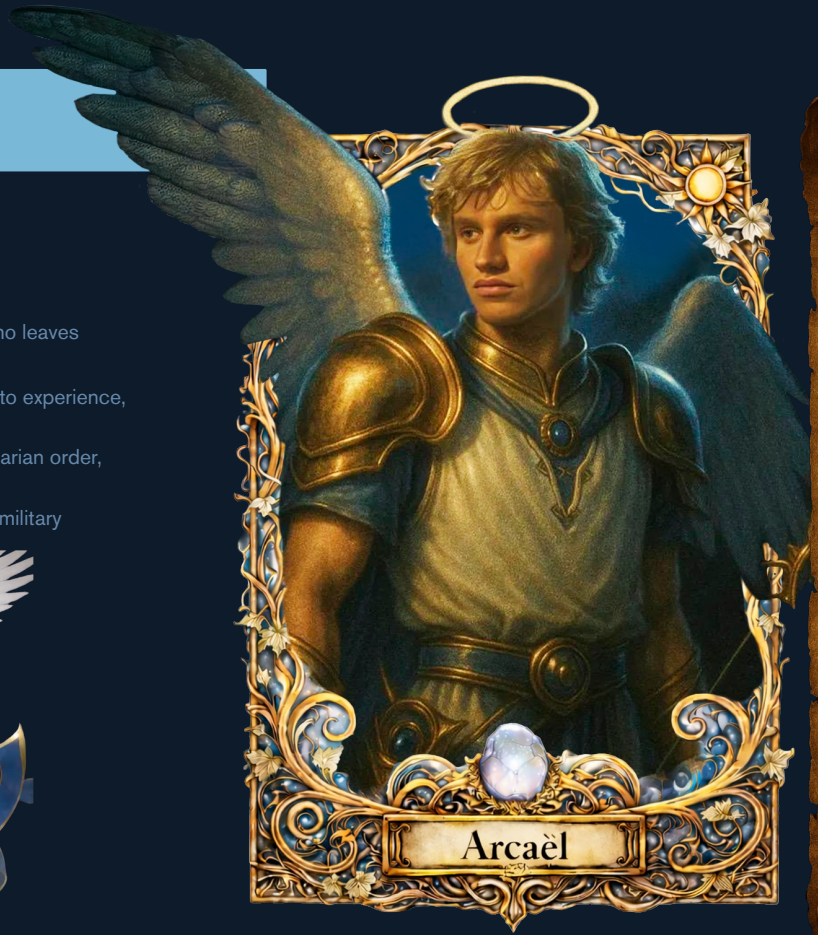
Character Overview: a prince from a world of light who leaves everything behind in search of truth and freedom.

Promise: the story of a fall, a journey from innocence to experience, shaped by desire, temptation and disillusionment.

Themes: curiosity, innocence, forbidden desire, totalitarian order, the illusion of perfection, awakening.

Sonic identity: religious strings, youthful vocals, tribal military percussion, ceremonial chants, euphoric releases.





SIMON AS INNOCENCE, WONDER AND IDEALISM

The tracklist!!

I

The Sky

Archangel
Clouds
Flash of Light
Utopia

II - THE GROUND

CHARACTER

Ruthus

Werewolf of the Wasted Lands

Character Overview: a shapeshifting werewolf driven by an insatiable curiosity. He explores every desire in search of belonging.

Promise: the story of a boy torn between fascination and disgust.

Themes: experimentation, transformation, shame, desire, belonging, excess, self-discovery.

Sonic identity: tribal drums, animalistic vocals, distorted electronics, pack chants and rock guitars.





The tracklist!!

II –
The Ground

- Watery Luna
- Call Of the Night
- Metamorphosis
- Werewolf Mania

SIMON AS DESIRE, EXCESS AND TRANSFORMATION

III - THE UNDERWORLD

CHARACTER

Sylvros

Faun of the Crystal Caves

Character Overview: a wandering keeper of ancient knowledge. He knows that fulfillment lies neither in denying desire nor in surrendering to it.

Promise: the story of a ruler who journeyed to the edges of the world in search of meaning, only to find that peace begins when the chase finally ends.

Themes: wisdom, balance, self-control, acceptance, patience, fulfilment, inner freedom.

Sonic identity: nature-inspired instrumentation, ancient choirs, crystal-like textures, organic rhythms, contemplative orchestration, moments of transcendence.

- SPECIES **FAUN OF THE CRYSTAL CAVES**
- STATUS **KING OF THE UNDERWORLD**
- FACTION **SUPREME RULER**
- WEAPON **GEM CUDGEL**
- ELEMENTS **VEGETAL & MINERAL**





The tracklist!!

III - Underworld

Curse

Game of Love

Thot Saves Us All

Jungle Forest Valley

SIMON AS WISDOM, ACCEPTANCE AND BALANCE

MUSIC

KEY SINGLES

Three singles. . . three musical worlds . . . one signature sound.

ARCAËL

FLASH OF LIGHT 2:35

CHAPTER

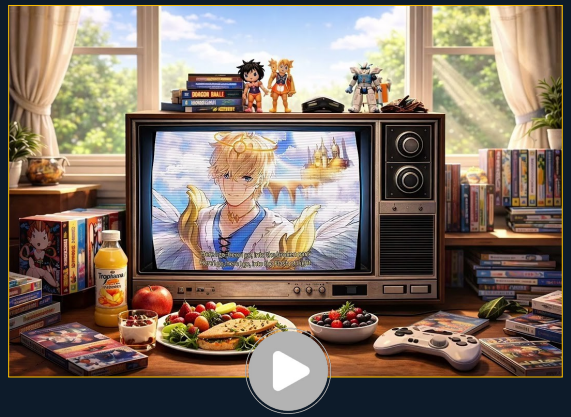
The Sky · Arcaël

GENRE

Euphoric Dance-Pop + Ethereal & Tribal House

« Never so carefree… but I fell from the sky »

The lead single. A euphoric summer anthem blending tribal house textures with polished pop melodies and mainstream appeal.





MUSIC

KEY SINGLES

RUTHUS

Three singles. . . three musical worlds . . . one signature sound.

CALL OF THE NIGHT 3:12

CHAPTER

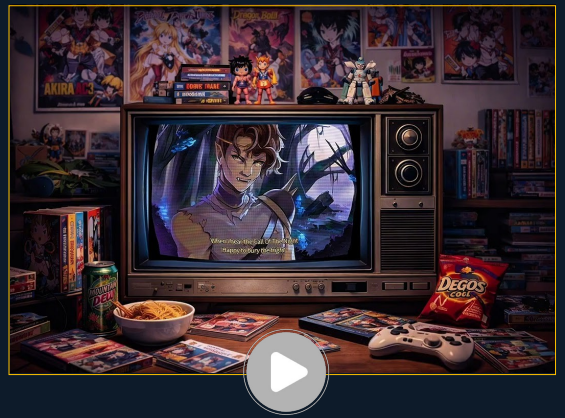
The Gound · Ruthus

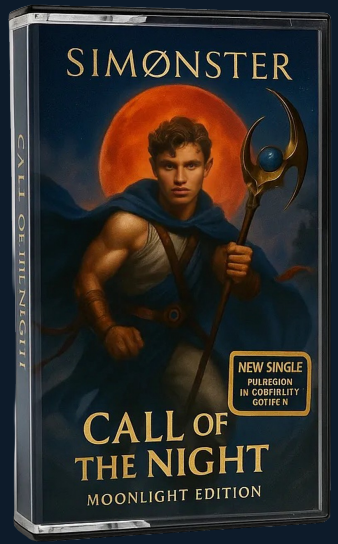
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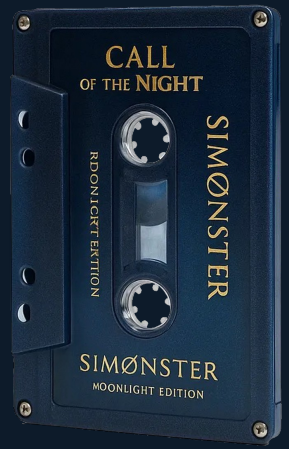
Dark Pop/Rock + Middle-Eastern Sonorities

« Happy to bury the fright »

The emotional core. Darker, more intimate and deeply cinematic. The kind of song fans return to when they get attached to the project.







MUSIC

KEY SINGLES

Three singles. . . three musical worlds . . . one signature sound.

SYLVROS

GAME OF LOVE 3:28

CHAPTER

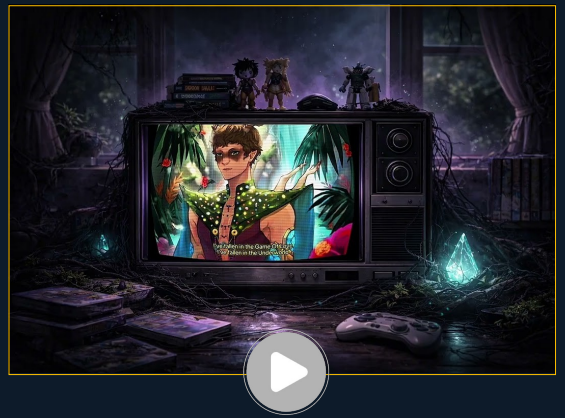
The Underground · Sylvros

GENRE

Confessional Hip-Pop / Pop + Tribal Rhythms + Ethereal Crystal Textures

« Why do I care when you're ghosting? »

The radio-darling. The project's smoothest and most immediate listen. Lush organic textures built to pull new audiences into the world.







THE ARTIST

WHO IS Simonster ?

8 characteristics that make Simonster unique

Fantasy Aesthetics

A full coherent universe... not a mood board

Pop Music

Mainstream pop meets an untapped Middle Eastern sonic identity

Merch-Friendly by Design

Characters & symbols built for physical monetisation



Fans as co-creators

Listeners become part of the art... in ways traditional artists can't offer

Funny & Playful

Tone that travels on social and levity in a world of seriousness

Engaging Storytelling

Narrative arcs that drive return listens & community

Chronically Online

Proven ability to build audiences already cumulating 10M+ organic views

Self-Written & Embodied

Full authorship = artistic credibility

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POP MUSIC

A STRUCTURALLY DIFFERENTIATED SOUND

Middle-Eastern sonorities in mainstream pop: a white space in a saturated market.

THE COMPETITIVE MOAT

Instant sonic signature…

Middle-Eastern scales and textures create a distinct identity that Western pop cannot easily replicate.
A sound that's instantly recognisable and memorable.

…but pop accessibility maintained

But no genre education required: it's still POP!
Zero barrier to entry for listeners.

First-mover advantage

Latin pop (2017) and Afrobeats (2020) each generated multi-billion streaming surges. The Middle-Eastern window is open.

A NEW PATTERN: REGIONAL WAVES GO GLOBAL

Latin Pop (2017→)

Bad Bunny #1 globally (Spotify), $9B+ Latin music market (RIAA, 2023). With J Balvin, Karol Gn, Rosalía…

Afrobeats (2020→)

Afrobeats streams +550% in 5 years (Spotify 2023). Tyla: Grammy Win, global rollout. Alongside Rema, Burna Boy, Wizkid…



★ *"The Middle-Eastern wave has no face in mainstream Western pop yet."*

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Middle-Eastern (NOW)

Untapped potential on both sides: Western audiences seeking novelty, MENA audiences seeking representation.



★ *"The Middle-Eastern wave has no face in mainstream Western pop yet."*

POP MUSIC

WAVE 1 :
LATIN POP



EXPLOITED ✓

WAVE 2 :
AFROBEATS



EXPLOITED ✓

WAVE 3 :
MIDDLE EASTERN POP ?



UNTAPPED ✦

SIMONSTER : harbinger of a new sound

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FANTASY AESTHETICS

A COHERENT FANTASY UNIVERSE

NOT only an aesthetic !!

Fantasy is already mainstream. . . yet no A-list artist has made it their signature.

Fantasy as differentiation

in a pop landscape where every upcoming artist looks identical and pulls from the same aesthetics, I WILL stand out.

Consistency drives recognition

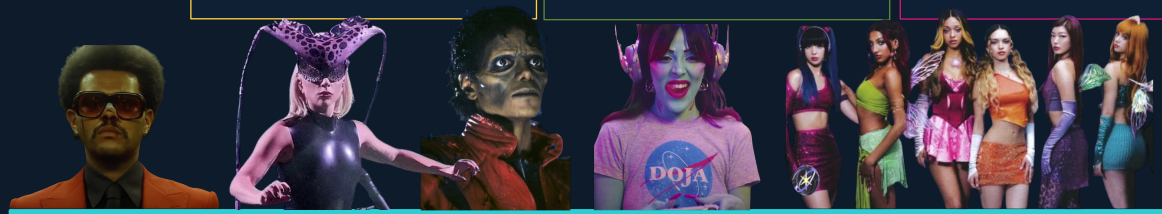
artists who reset their identity every release cycle lose compounding benefits. SIMØNSTER's mythology is cumulative: that will enable fan-loyalty.

Multiple characters, multiples entry points

a multi-character framework allowing different facets of my personality to be expressed through different musical, lyrical and visual perspectives. Each one targeting a new audience.

One artist, many incarnations

the concept targets the identification mechanism that has repeatedly proven to drive stronger fan attachment in groups. It is natural to gravitate toward the character you relate to most, forming deeper emotional investment.



BTS, BLACKPINK the Spice Girls and One Direction all benefited from this persona plurality effect.



★ ***Fantasy is not just for geeks anymore, it's cool now (KATSEYE, Doja Cat…) !***

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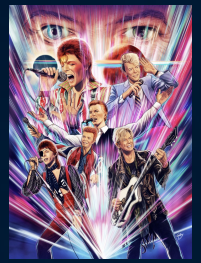
A WORLD EMBODIED… BY ME!

Characters are NOT disguises: they express different facets of the same person



THE PERSONA MODEL: PROVEN AT SCALE

How can solo artists recreate the boys-band/girl-group craze ?

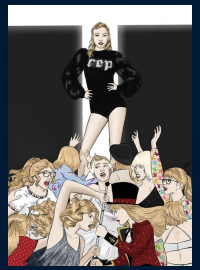


David Bowie — Ziggy / Aladdin Sane / Thin White Duke…

Each persona expanded the audience without alienating the base. Longest sustained commercial arc of any UK artist. Because audiences don't stay loyal to sameness.

Taylor Swift — Eras model

Each era is a distinct character and sound. Fans identify with a specific era, debate dynamics, sustain community between release cycles. The Eras Tour generated $1B+ in direct revenue.



WHY IT MATTERS COMMERCIALLY

Creative opportunity

It's rare for an artist to get to explore different lyrical, aesthetic and musical perspectives while maintaining a coherent brand.

Authenticity is the primary credibility signal

Fully self-written lyrics ensure the characters never feel manufactured.

Multiple occasions to broaden the audience

Rather than resetting the brand with each era, SIMØNSTER expands the audience while the core fan base continues to compound.

★ *"The persona model is the most commercially proven long-arc strategy in pop."*

SELF-WRITTEN & EMBODIED



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FAN PARTICIPATION

ONE CREATOR. THOUSANDS OF CO-CREATORS. AMBITIOUS... BUT NOW POSSIBLE !

The goal isn't to create content. It's to create reasons for people to create content.

WHY FANS WILL PARTICIPATE

Fantasmagoria: an open world

An online Bestiary allows fans to officially register the characters, places and stories they created.

Recognition fuels participation

The best fan creations are acknowledged, showcased and even integrated into official SIMONSTER content, creating recognition and a powerful incentive to participate.

Every creation becomes promotion

Instead of relying solely on paid marketing, every new creator naturally expands the project's reach through fan art, edits, memes, theories, cosplay and short-form content.



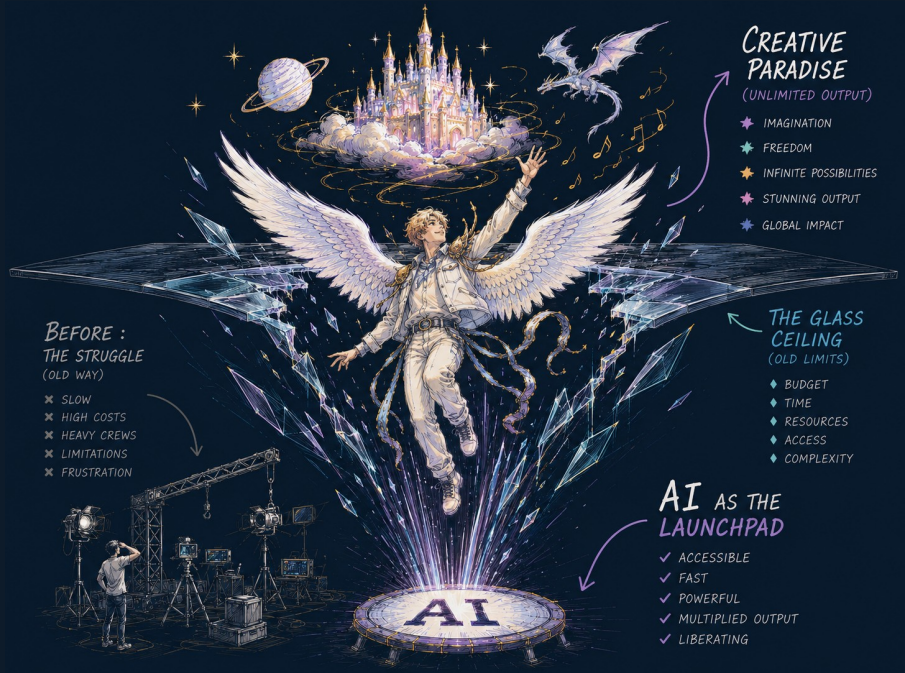
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SIMØNSTER is NOT an AI music project



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AI: A UNIQUE OPPORTUNITY

AI as a valid production amplifier

Music video VFX, world maps, character art and short-form content at a quality tier previously inaccessible without a movie-like budget.

The glass ceiling just shattered

My world can take shape from day one. This is the first-time an artist with no pre-existing fan-base can offer something that bold.

Irreversible timing

This strategic advantage belongs to the earliest credible players. We got to make the most of it.

★ *"For the first time, an independent artist can produce visual IP at a quality that previously required 7-figure budgets."*

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ENGAGING STORYTELLING

NARRATIVE ARCHITECTURE: A RETENTION ENGINE

. . . designed to keep fans constantly anticipating, discussing and speculating about what comes next.

SONGS WORTH TALKING ABOUT

Universal emotions precede mythology

Telling stories through universal human emotions, allowing anyone to connect with the music regardless of the fantasy setting.

Music as narrative fragments

Each track is a lore drop: revealing a piece of a larger story and making every release an event.

A world designed to be explored

Hidden meanings, visual clues and recurring symbols reward the attentive fan.

WHY IT WORKS COMMERCIALLY

Narrative ecosystems outperform isolated content

Each asset drives traffic to the others. A character reveal drives song streams. A song lyric drives lore content. Compounding, not linear.

Community forms around interpretation

Fan theories are unpaid marketing. Speculation generates viral content between release cycles, solving the artist fatigue problem.

Proven at scale

Taylor Swift's Easter egg strategy generated an estimated $100M+ in incremental engagement annually. Narrative architecture is not niche, it is the dominant strategy of the highest-grossing artists.

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Characters & symbols built for physical monetisation

MERCH-FRIENDLY BY DESIGN

MERCHANDISE: A CREATIVE PILLAR

Characters, creatures and symbols designed specifically to drive merch revenue. . . NOT added as an afterthought

THE BUSINESS CASE

Streaming monetisation is structurally compressed

At $0.003-0.005/stream, revenue at scale requires >200M streams annually to sustain a mid-tier operation.
Merchandise is the margin recovery mechanism.

Touring is fragile infrastructure

Post-COVID touring revenues have recovered, but the period exposed how structurally vulnerable live-dependent business models can be. Merch needs to function as a continuous revenue stream, not just a concert byproduct.

Most artist merch isn't worth collecting

Unlike most artists who simply slap their name on merchandise, the SIMØNSTER universe **naturally expands** onto objects, toys, apparel and visual products… without feeling forced.

WHY WILL PEOPLE BUY

50% of vinyl buyers own no record player

The object IS the fandom signal: not the audio medium.

Not an afterthought

Arcaël, Ruthus and Sylvros: three distinct visual identities that were thought-out from the start with fan-specific identification dynamics.

Merch with meaning

Audiences engage more deeply with merch when it carries emotional or narrative value and doesn't feel like a cash grab.

★ *"Treating merch as a cash-grab is leaving the biggest revenue opportunity on the table."*

MERCH games & TOYS



HATCHIMALS® FANTASMAGORIA STONEHEART EGGS™



FUNKO POP! SIMONSTER™ COLLECTION





MONOPOLY™ - SIMONSTER EDITION



SIMONSTER™ TCG — STARTER DECK





LEGO® SIMONSTER™

MERCH VIDEO GAMES

STREET FIGHTER™ SIMONSTER EDITION



SIMONSTER™ - SHARDS OF THE FALLEN HERO



SIMONSTER IS COMING TO FORTNITE.



THE STONEKEEPERS™



HABBO® X SIMONSTER™



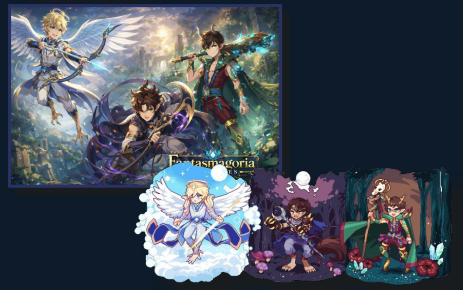
MOONFALL VILLAGE™



FANTASMA5™



FANTASMAGORIA CHRONICLES™



MERCH ENTERTAINMENT



SIMONSTER™ TALES OF FANTASMAGORIA

NETFLIX



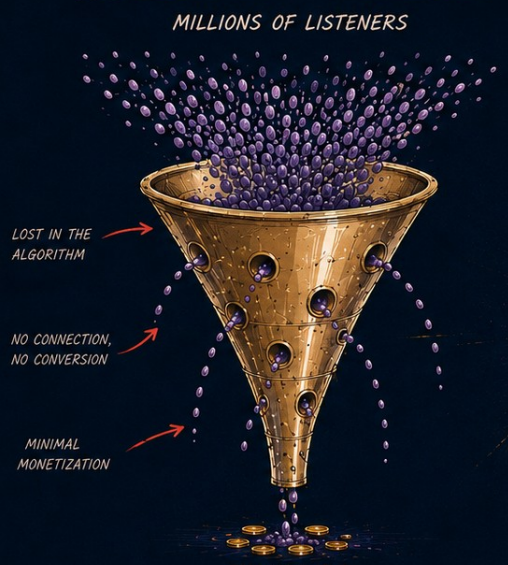


SIMONSTER™ LITTLE LEGENDS OF FANTASMAGORIA

Disney+



THE STREAMING-ONLY TRAP



- ✗ One stream is a drop.
- ✗ No fan economy.
- ✗ Revenue leaks at every stage.

VS

THE DURABLE ARTIST MODEL



- ✓ Every structural decision converts listeners into fans, and fans into a long-term economic ecosystem.
- ✓ No leaks. Only compounding value.
- ✓ Fans → Community → Culture → Revenue → Legacy.

MOST ARTISTS MONETIZE MUSIC.

THE BIGGEST ONES MONETIZE BELONGING.

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A pop artist building worlds that outlive quick releases



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FUNNY & PLAYFUL

FUN SPREADS FASTER

In a music landscape dominated by sincerity overload, playfulness is the fastest path to virality.

WHY TONE IS A MOAT

Fantasy without self-awareness is inaccessible

The greatest barrier to fantasy-adjacent music is perceived pomposity. A playful register dismantles that objection before it forms.

Humour is algorithmic fuel

Doja Cat, Lil Nas X and Charli XCX built early virality through comedy-adjacent content. The algorithm favours unexpected tonal combinations.

Tone creates safe entry points

A potential fan intimidated by heavy lore can be onboarded through a single funny short-form video. Tone is the widest top of funnel.

THE COMMERCIAL EVIDENCE

Zara Larsson — TikTok tonal pivot

Leveraged self-deprecating humour to re-enter youth audiences after a streaming plateau. Significant engagement uplift.

Charli XCX — 'Brat summer'

Ironic irreverence became a cultural signifier that drove brat to 3 weeks at UK #1. Tone was the product.

Lil Nas X — 'Old Town Road'

The meme preceded the hit. Ironic juxtaposition of genres through a comedic lens generated an estimated 5B+ streams.

★ *"Playfulness is the most cost-efficient distribution mechanism available to an emerging artist."*

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CHRONICALLY ONLINE

THE INTERNET IS MY NATIVE LANGUAGE

On the internet, authenticity travels faster than marketing budgets: I know how to create viral content.

PROVEN IN PRACTICE

10M+

Organic views generated on
TikTok/Instagram across only ~40 videos

10K+

Followers on X (ex-Twitter)
Pop-music focused, engaged community

Strong video editing, narrative skills & rapid cultural reaction capacity. ✦

THE STRUCTURAL ADVANTAGE

Native understanding of platform mechanics

Hooks, pacing, trend latency and algorithm behaviour that were acquired through years of immersive platform fluency.

Viral storytelling at low marginal cost

The internet disproportionately rewards immediate storytelling over polished traditional marketing. Truly viral content relies on instincts that cannot easily be outsourced: platform fluency, meme literacy, comedic timing, pop-cultural awareness and narrative reflexes.

Authenticity is the filter

The internet punishes forced relevance faster than any previous media environment. The strongest online engagement emerges when the artist genuinely feels part of the culture rather than adapted to it.

★ *« Companies spend millions trying to force virality on platforms they don't understand. SIMØNSTER does. »*

CHRONICALLY ONLINE

CANAL+



(Twitter)





SIMONSTER

VS

LABELS / COMPANIES



THEY ANALYZE.
BUT THEY'RE ALWAYS LATE.

ROADMAP

THE PLAN

Phased rollout: each musical release expands both the audience and the world.



PHASE 1
H2 2026
First Contact

- Single #1: Flash of Light
- Short-form content campaign (TikTok, Instagram, X)
- Editorial & playlist pitching
- Character & lore drops to seed community

PHASE 2
H1 2027
Building Momentum

- Singles #2 & #3 release (Call of the Night / Game of Love)
- First character-led merch drop
- VTuber format pilot — Arcaël / Ruthus / Sylvros
- Sync & brand partnership conversations

PHASE 3
H2 2027
Fantasmagoria

- Full album «The Human Beast»
- Fan community platform launch
- Fantasmagoria's immersive live performance
- International editorial push

PHASE 4
2028+
World Expansion

- International touring rollout
- Expanded character universe: new creatures, factions…
- Sequel album development
- Fan-created canon expansion

ROADMAP



THE WORLD IS BUILT.

*Now it needs the right partner to be **heard.***

CONCRETELY, THE PROJECT NEEDS:

Strategic Network

Top-tier managers, agents, producers, featuring artists…

Global Distribution & Amplification

Editorial playlists (Spotify / Apple), media & radio exposure, sync opportunities (film, series, games)…

Growth Marketing

Paid media, creators partnerships, PR, TikTok/Instagram ad campaigns…

Execution Power

Music video budgets, content production, launch support, campaign budgets…

Looking for a partner capable of building, testing, and scaling the project based on audience response.

Simønster

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